



Planning & Development Department

## News Release

FOR IMMEDIATE RELEASE

**Date** July 15, 2013

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### City Issues Call to Artists for Bold Steps Award

The City is issuing a call to artists to design and fabricate an award for The Mayor's annual Bold Steps Award. The Bold Steps Award was developed by Mayor Kitty Piercy in 2007 to acknowledge Eugene-based businesses operating with a triple bottom line approach: people (social equity), planet (environmental stewardship) and profits (financial health.). The name "Bold Steps" was chosen to recognize businesses that are taking bold steps toward sustainability and who could serve as role models for others. Former award winners include Café Yumm, Bike Friday, Mountain Rose Herbs, Coastwide Laboratories and Isler CPA (see the complete list on the [website](#)).

The city is looking for a visual artist to help create an elegant symbol which will punctuate a re-launch of the Bold Steps' initiative. In 2012, Mayor Piercy and the City of Eugene, partnered with BRING's *Re:think Business* program to strengthen the value of the award to businesses. *Re:think Business* is a free conservation consulting program operated by BRING and supported by the City of Eugene, Lane County Waste Management, and EWEB. Bold Step's nominees must be *Re:think Business* certified in order to be considered for the award. The redesigned program also focuses on increasing exposure for the Bold Steps nominees and winner and creating an enduring visual element that signifies a company's leadership in sustainability.

The 'Stanley Cup' style award that will be passed from winner to winner each year. The call for artists also notes that the artwork should embody the values of sustainability, serve as an elegant and timeless showcase of our community and be identified as the Bold Steps Award.

Proposals are due by 2:00pm on Friday August 2, 2013. In the effort to prevent waste, all applications must be submitted digitally through Dropbox file sharing service. Create a folder titled: *COE Bold Steps Call\_last name\_first name*. Send an invitation to join the Dropbox folder to: [ethan.a.nelson@ci.eugene.or.us](mailto:ethan.a.nelson@ci.eugene.or.us) . For questions, please contact Ethan Nelson, Waste Prevention Manager at 541-682-5224 or at the email address listed above.

The Bold Steps Award supports the Council's goal and vision of sustainable development in which the community works to meet its present environmental, economic and social needs without compromising the ability of future generations to meet their own needs.



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